

CRAIG NELSON

Curriculum Vitae

Education

- MID, Industrial Design, **North Carolina State University**, 2000
- BFA, Illustration, **Rhode Island School of Design**, 1994

Professional Experience

- West Virginia University, Teaching Professor of Product Design/Design Studies 2013-present
- Centeraxis Creative, Principal, 2003-present
- Skechers U.S.A., Inc., Design Director, 2001-2012
- Marc Echo Enterprises, Sr. Designer, 2004-2010
- Tapout, Sr. Director, 2009-2010
- 310 Motoring. Sr. Designer, 2006-2009
- Zoo York, Sr. Designer 2005-2009
- Hurley/Nike, Designer 2002-2003
- Georgia Institute of Technology, Adjunct Faculty, 2007-10
- Mystic Scenic Studios Inc., Exhibit/Automation Designer, 2000-01
- North Carolina Museum of Natural Sciences/Cape Fear Museum, Exhibit Designer, 1999-2000
- Nickelodeon, Puppeteer/Actor, Set/Prop Designer, 1998
- North Carolina State University, Workshop Teacher, 1997-2000
- Big Nazo Studio, Puppet Designer/Engineer, Animatronics, Puppeteer/Actor, 1992-2001

Client List - Centeraxis Creative

- Steve Madden – Footwear design, Graphic design, Factory sourcing for mass production
- GoreTex – Footwear design, factory sourcing for salesman's example product
- Turner Footwear – Footwear Design, Graphics and Branding for men's and women's athletic footwear
- Citibike - Soft good design, graphic design and factory sourcing for commuter bike bag
- Pony - Design strategy, product and graphic design for performance and athletic casual footwear
- Goodyear - Design strategy, product and graphic design for performance and industrial work footwear
- Ricket Design LLC - Design consultant, materials and factory sourcing for aquatic training footwear
- A4 - Design strategy, product and graphic design for performance running and cleated footwear
- A-Team Shoe Shop-Company branding, signs, packaging, clothing and apparel graphics
- Manhattan Surf and Sports- Company branding, signage, packaging, clothing and apparel graphics
- Ocean Gear- Company branding, signage, packaging, apparel design and graphics

Teaching Experience

- West Virginia University, Consumer Product Design, Fall 2013-present

- Skechers U.S.A., Adobe Creative Suite Workshop Instructor, 2005-12
- Georgia Institute of Technology, Adjunct Faculty and Advisor, 2007-10
- North Carolina State University, Workshop Instructor and Model Shop Manager, 1997-2000
- Rhode Island School of Design, TA, Photography/Illustration Department, 1994

Courses Taught

West Virginia University Fall 2013 – present

- Footwear Design DSM 493
- Product Design DSGN 393
- Human Factors DSGN 493
- Prototyping DSGN 493
- Visual Communications DSGN 393
- Information Communication through Design DSGN 393;
- Introduction to Design Studies DSGN 293
- Interior Design Foundations ID 125
- Interdisciplinary Design DSM 293
- Day of Design DSM 393
- Industrial Design DSGN 695
- Numerous independent studies DSGN495,DSGN695

Skechers USA, Inc. 2005-2012

- Seminars throughout-Adobe Creative Suite and Rhino 3D

Georgia Institute of Technology Fall 2007 and Spring 2008

- Introduction to Footwear Design and Manufacturing ID 3901

Community Outreach

- West Virginia University, LIINC guest presenter
- Georgia Institute of Technology, Independent studies advisor
- North Carolina State University Alumni, Meetings with graduate/undergraduate alumni from NC State students
- Palos Verdes High School, Guest presenter to advanced placement art students

Major Media Coverage

- Industrial Design: Numerous celebrity endorsements, TV and movie product placements, worldwide print and TV ad campaigns in 159 countries
- Actor and Puppeteer: Nickelodeon's "And Now This", a children's television show

Technical & Professional Skill

- Industrial Design: Design process; collaboration; ideation; model making; prototyping; 3-D printing; materials & manufacturing processes; human factors; hard and soft good design, color theory, portfolio development/career prep, brand identity, packaging, CNC machines; wood, metal; plastics, fabric, leather
- Software: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Fusion 360, Rhino, Flash, Sketchbook Pro

- 3-D Design/model making: Wood, metal, plastics, soft media, 3-D printing, tradeshow display, performance art, collaborative projects, fabrication, mold making/casting, additive/subtractive processes
- Graphic Design: 2-D design, logo design, brand identity, packaging, illustration,
- Drawing: ideation, Anatomy, figure drawing, observational drawing, landscape,

Teaching Areas

- Industrial/Product Design
- Footwear Design & Manufacturing
- Soft Good Design & Manufacturing
- Materials and Manufacturing Processes
- Anatomy for Designers
- Human Factors
- Graphic Design/Visual Communication
- Branding and Marketing
- Digital Design Software (2-D and 3-D)
- Drawing
- Ideation Drawing
- Technical Drawing

Professional Memberships

- Member International Textile and Apparel Association since 2013
- Member Industrial Design Society of America since 2001
- Member Surf Rider Foundation since 2000
- Member International Human Powered Vehicle Association since 1994